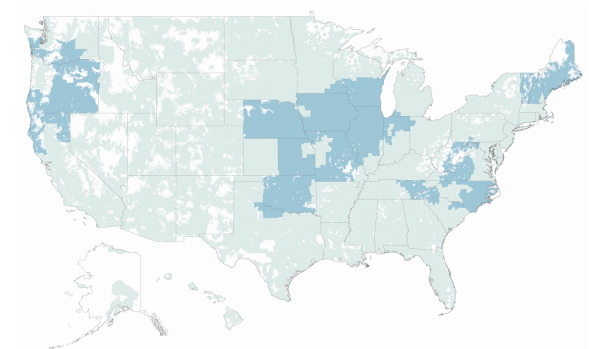


# U.S. Cellular and The Belief Project

# Corporate Overview: A Brief Profile of US Cellular

- **Founded: 1983**
- **Headquarters: Chicago**
- **6<sup>th</sup> largest wireless carrier:**
  - \$3.9 billion in revenue (2009)
  - 6.1 million customers
  - Predominately postpaid focus
  - Approximately 1/6 the size of the next largest postpaid carrier
  - Although we serve urban markets like Chicago and Milwaukee, the vast majority of our footprint is very rural in nature.
- **High Quality, Award Winning Network: CDMA EVDO**
- **Sate-of-the-Art Customer Care Centers:**
  - Bolingbrook, IL; Cedar Rapids, IA; Knoxville, TN; Tulsa, OK; Waukesha, WI
  - 9000 Associates
- **Ownership:**
  - U.S. Cellular is publicly traded and a majority-owned (83%) business unit of Telephone and Data Systems, Inc.



## Corporate Overview: A Brief Profile of US Cellular

- **Customer Satisfaction at All Time High:**
  - *Consumer Reports* magazine, January 2011 –
  - U.S. Cellular  
rated the best in cell phone service with contract
  - *Consumer Reports* magazine, June 2010 - U.S. Cellular  
highest ranked wireless in store experience
  - 10 consecutive JD Power and Associates awards  
for call quality
  - PC Magazine Readers' Choice Award
  - Low postpaid churn rate

# Consumer Centric Focus - Strong Foundation Built Around Differentiating the Customer Experience

## Driven by

- Exceptional Network
- Culture Focused on Customer Service
  - Retail Stores
  - Call Centers
- Innovation in the Marketplace
  - The Belief Project



# Consumer Centric Focus - Strong Foundation Built Around Differentiating the Customer Experience

## Current Offers

- Free Incoming Calls, Text & Pictures
- Battery Swap
- Free My Contacts Backup
- Overage Protection
- 30-day Guarantee
- Freedom to change plans without signing a new contract

- **“No Contract after the First”**
- **Belief Rewards**
- **Overage Protection/Cap**
- **Phone Replacement**
- **Battery Swap**
- **Online Bill Pay and Auto Pay Discount**

# 2011 Regulatory Agenda

- Data Roaming
- Handset Interoperability
- Spectrum Auctions
- Special Access Reform
- Universal Service Reform